

CHAPTER III

RESEARCH METHODOLOGY

This chapter explains the details of research methodology. This chapter discusses about research design, research object, research instrument, data collection procedure, and data analysis.

3.1 Research Design

Research design is the researcher's plan of how to proceed to gain an understanding of some group or some phenomenon in its context (Ary, 2010). He also mentions four research designs such as historical research, experimental research, ex post facto, and descriptive research.

This research used descriptive research. Descriptive research is concerning on the status of phenomena and determining the nature of situation at the time of this research is conducted. Based on the explanations above this research use descriptive research as a method because is still related to the phenomena and the real situation. The current status of this subject is language style used by beauty vlogger on youtube. Meanwhile, Ary (2010) says that descriptive research design can also be considered as a qualitative research design.

Qualitative research is a process to collect the data by analyzing words rather than numbers (Latief, 2016). Based on Angrosino (2007) in Latief (2016), qualitative research is used to know the what, how, when, and where of an action to know the meaning, concepts, definitions, and so on. Therefore, the qualitative research design is chosen in this study because the aims of this study is to know

the language style used by beauty vlogger on youtube and to know which types of language style that used by beauty vlogger on youtube are more frequent one.

According to Latief (2016), qualitative research includes participant or non-participant observation, and in-depth interview. Meanwhile, Young and Hren (2017), qualitative research includes interviews, focus groups, observation, and textual data. Then, In qualitative methods there are five groups was divided, those are Ethnography, Narrative, Grounded theory, Case study, and Phenomenological.

Creswell (2002:42) stated ethnography is a design which comes from anthropology and sociology in which the researcher studies to shared patterns of behaviors, language, and actions of cultural group in a natural setting in period of time. Second is Narrative. Creswell (2002) as cited in Riessman (2008) explained narrative construct series of researchers studies in one or more individuals to provide stories about their lives. Third is grounded theory. Ary (2010) stated grounded theory is designed to develop a theory of social phenomena based on the field data collection in a study. Fourth is a case study. A case study involves a deep understanding through several types of data sources, especially evaluation in which the researcher can develop analysis of case, program, event, activity, and process (Creswell,2002). The last is phenomenological. In this phenomenological research, Creswell (2002) as cited in Giorg (2009) the researcher described about the understanding of phenomenon by participants environments. Based on explanation above, this research uses phenomenological qualitative research in order to investigate the phenomenon of language style used by beauty vlog on Youtube.

3.2 Research Object

The researcher uses Zoellas beauty vlog uploded YouTube as the object of the research. The object can be accessed in Zoellas content in youtube. The researcher takes a video on 26 June 2016 that focuses on her beauty videos vlog under the title *Bronzed Nude Summer Makeup Look*. Besides, the researcher watched, listened, then analyzed the language style that Zoellas used in her beauty vlog.

3.3 Research Instrument

The instrument used in this study is audio and video document, comprizing one video of Zoellas vlog that represents her other works in similiar area. The list of the words that were got from the video, will be presented in the form of table.

3.4 Data Collection Procedure

Ary (2002) stated that getting materials or data that are going to be used in the research is the purpose of data collection. In this point, the researcher explained the process or the steps how the researcher collects the data. The steps are presented as follow:

1. Going online and access Zoellas beauty vlog / Zoellas channel on YouTube in <https://www.youtube.com/user/zoella280390>.
2. Taking one video that focused on Zoellas beauty vlog, under the tittle *Bronzed Nude Summer Makeup Look*.

3. Finding the language style used by Zoellas beauty vlogger on YouTube, and
4. Organize the data in form of table. Based on the ease of display, the table consists of column for utterance and language style.

3.5 Data Analysis

According to Sugiyono (2008), data analysis consists of the process in searching and arranging the data from interview, documentation, and field notes which organize it into some units which will be important to be learned and make conclusion easily.

a. Data Condensation

In this step, the data will be taking one video of Zoellas vlog on YouTube under the *tittle Bronzed Nude Summer Makeup Look*.

b. Presentation of the Data or Data Display

The data is provided in form of table, and it is presented as the chart.

Table: 3.1. Language style by Zoellas vlog.

| No | Utterance | Language style | | | | |
|----|-----------|----------------|--------|------------|----------|--------|
| | | Frozen | Formal | Consultive | Intimite | Casual |
| 1. | | | | | | |
| 2. | | | | | | |
| 3. | | | | | | |

c. Data Verification

To verify the data, the researcher asked the expert as sociolinguistic lecturer in University of Muhammadiyah Malang.

